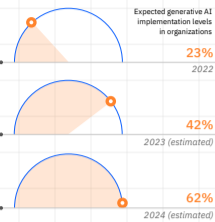


Data Story

for AI

Generative AI

Unpacking enterprise priorities



Executives are eager to capitalize on generative AI—and are planning to boost implementation over the next two years.¹

They've set three emerging business priorities for implementation.²



Organizations implementing generative AI by function



They expect generative AI to improve capabilities and drive growth, with less focus on reducing costs.

Benefits of generative AI³



But are organizations ready to make the leap?



To prepare their organizations to navigate the disruption that comes along with adopting generative AI, executives are focusing on three areas:

Organization and skills

Generative AI augments and elevates roles. People and technology skills are crucial for the next generation. Executives expect to augment and elevate far more employees than they plan to replace across all functions.

- Automate: 13%
- Augmented or elevated: 87%⁸

Actions to excel

- Identify changes to employee roles and responsibilities in areas where generative AI is being deployed.
- Redefine or redeploy roles across functions to make better use of generative AI.
- Reskill and/or upskill employees with desired skills and launch a suitable incentivization plan.

Risk and governance

Generative AI creates new risks and exposure, which makes robust governance and compliance essential. 67% of executives say they are concerned about operational risks that create potential liabilities.⁹

Actions to excel

- Identify data input and output risks that exist within generative AI systems.
- Deploy trustworthy AI policies and pillars to mitigate risks.
- Develop and validate productive generative AI use cases for business—and manage data accordingly.

Data and platforms

Generative AI requires new data approaches. Hybrid platforms help organizations rapidly adapt and evolve. Only 16% of organizations have a consistent, enterprise-wide generative AI approach in place.¹⁰

Actions to excel

- Assess and understand the data and hybrid platform needs created by your generative AI use cases.
- Identify ecosystem partners that can effectively meet your hybrid platform needs.
- Deploy at scale without compromising business outcomes or interrupting operations.

Want to dive deeper into the value, capabilities, and ethics of AI?

Check out:

- Generating ROI with AI: Six capabilities that drive world-class results >>>
- AI ethics in action: An enterprise guide to progressing trustworthy AI >>>
- How to create business value with AI: 12 stories from the field >>>

Also, visit ibm.com/ibv and sign up for the IBM Institute for Business Value email insights.

You'll be notified of upcoming research and reports that address all the latest business challenges.

1. Survey of nearly 370 executives from Australia, Germany, India, Singapore, the UK, and the US, collected in April and May 2023.
 2. 2023 IBM Institute for Business Value generative AI impact on labor pulse survey.
 3. Survey of nearly 370 executives from Australia, Germany, India, Singapore, the UK, and the US, collected in April and May 2023.
 4. Survey of nearly 200 CEOs in the US, collected in April and May 2023.
 5. Survey of nearly 370 executives from Australia, Germany, India, Singapore, the UK, and the US, collected in April and May 2023.
 6. Ibid.
 7. Ibid.
 8. 2023 IBM Institute for Business Value generative AI impact on labor pulse survey.
 9. 2023 IBM Institute for Business Value generative AI impact on hybrid cloud pulse survey.
 10. Survey of nearly 370 executives from Australia, Germany, India, Singapore, the UK, and the US, collected in April and May 2023.